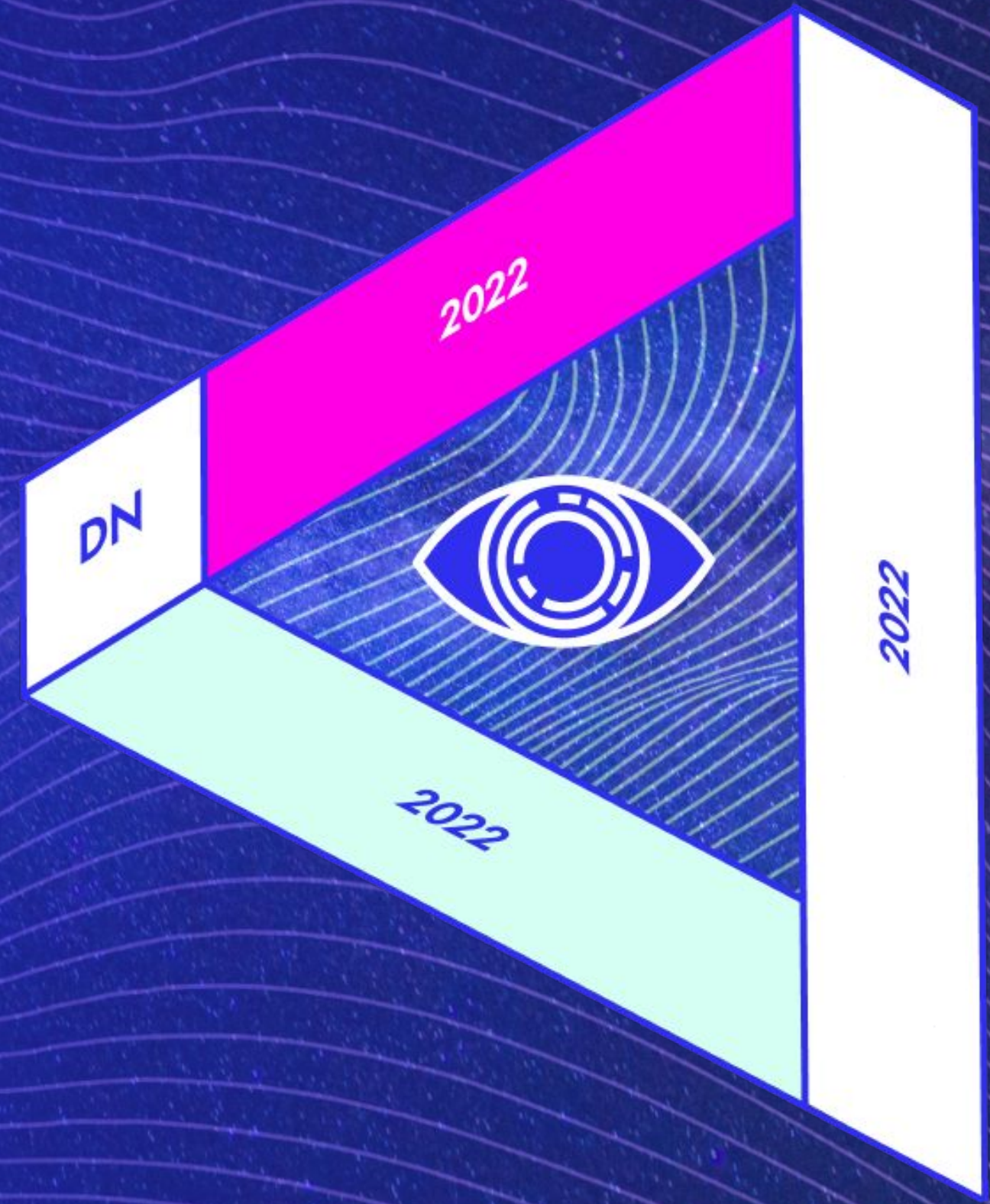
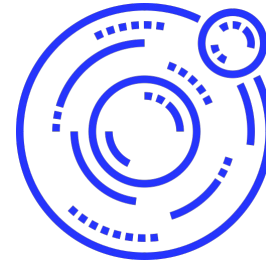


Data Natives

Events / 2022



Who we are



- **Founded in 2015** to bring together communities excited by the boom in data science
- Largest network of **over 183,000 data experts** - the main connection node for the data-driven generation
- Cultivating community through in **50 tech hubs** around the world
- Flagship event Data Natives Conference unites over **5000 data-driven professionals & companies**
- **In 2022, we're embarking on an interstellar journey** to explore the galaxy beyond the vantage point of data science with **blockchain-focused events**





Life, the Universe, and Everything: Data Natives' 2022 Guide to the Galaxy

Multitude of opinions, topics, and diversity of experiences - that's what makes the Data Natives community exciting. All our events favor exploration and curiosity, and what better way to illustrate this spirit than a galactic journey?

Welcome to Data Natives Events 2022, themed "Data Natives' Guide to the Galaxy"

Embracing the unknown is like venturing into the galaxy. We invite you to be part of the exploratory journey. In addition to examining our beloved data science and AI topics, we are dipping our toes into the blockchain waters & many more thought-provoking topics.

Who's with us?

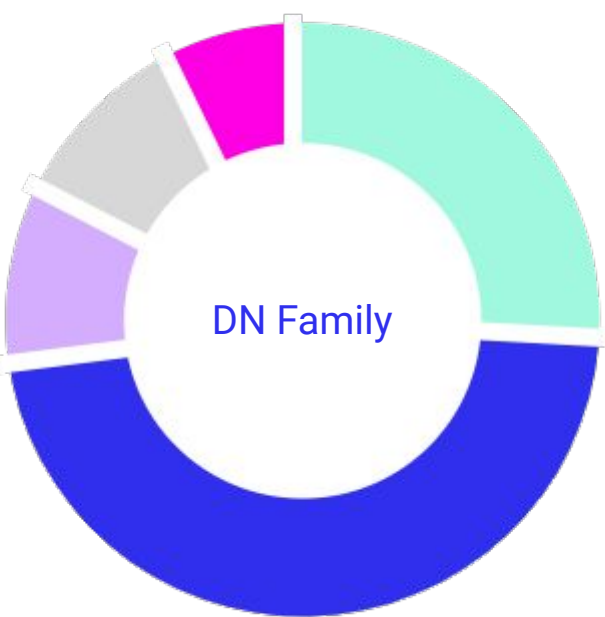


The Data Natives Community

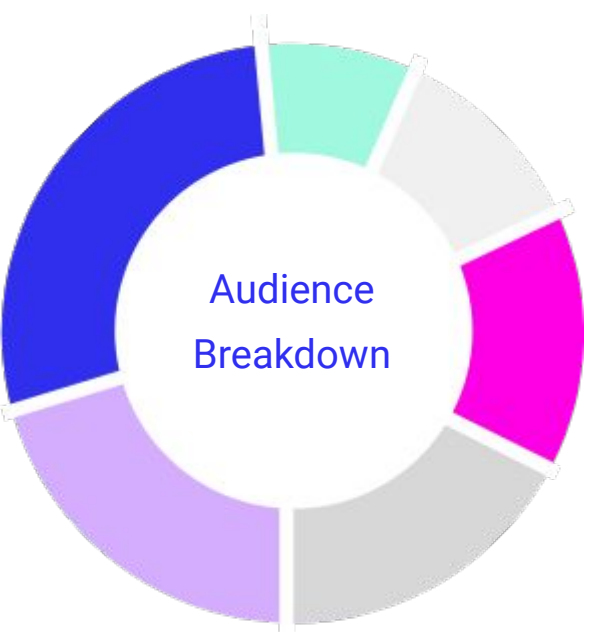
183,000+ members across our communities

Meetup communities in 50 cities worldwide, with 87,900+ members

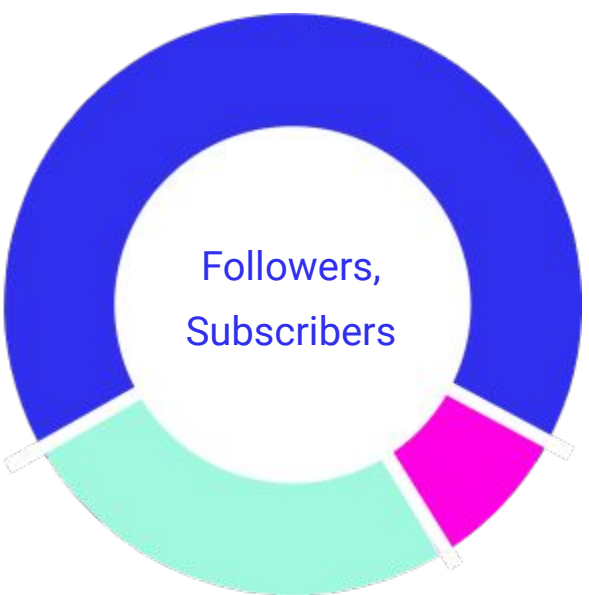
47,092+ attendees
350+ events since 2016



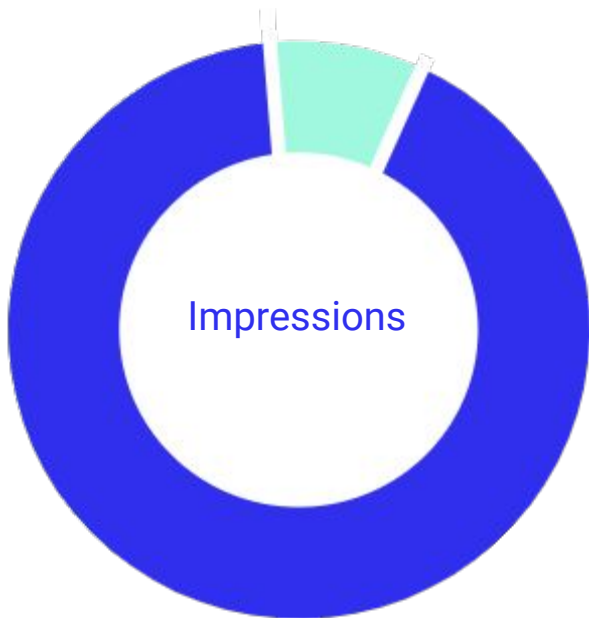
- 46,6% Europe
- 29,9% DACH
- 8,5% Asia
- 8,3% USA
- 6,7% Other



- 30% Data Scientists
- 20% Founders
- 20% Researchers
- 15% Managers
- 10% Developers
- 5% Consultants



- 61,600+ Twitter followers
- 4,720+ Linkedin followers
- 23,100+ newsletter subscribers



- 160,000+ monthly impressions on Twitter
- 5,000+ monthly impressions on LinkedIn

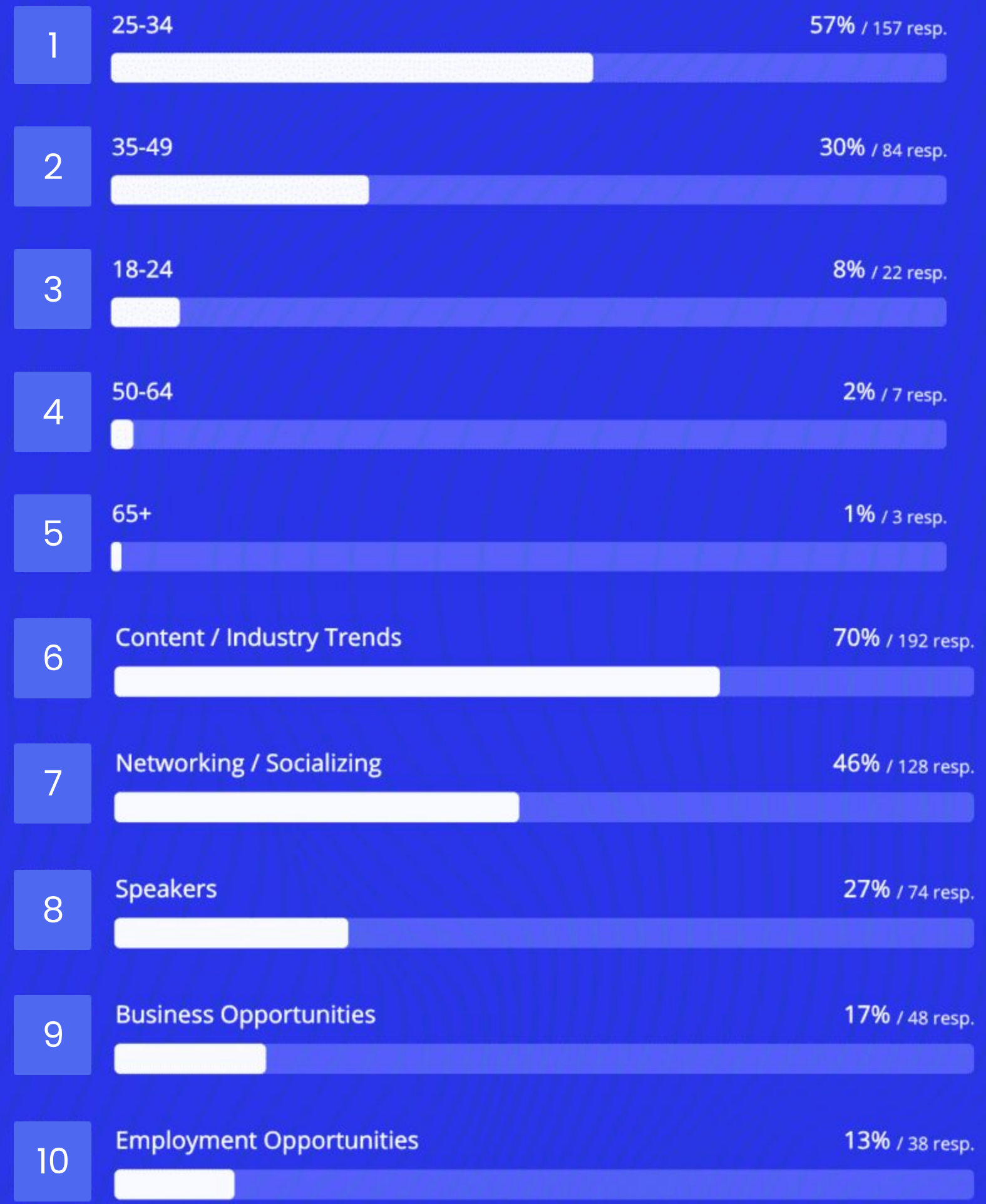
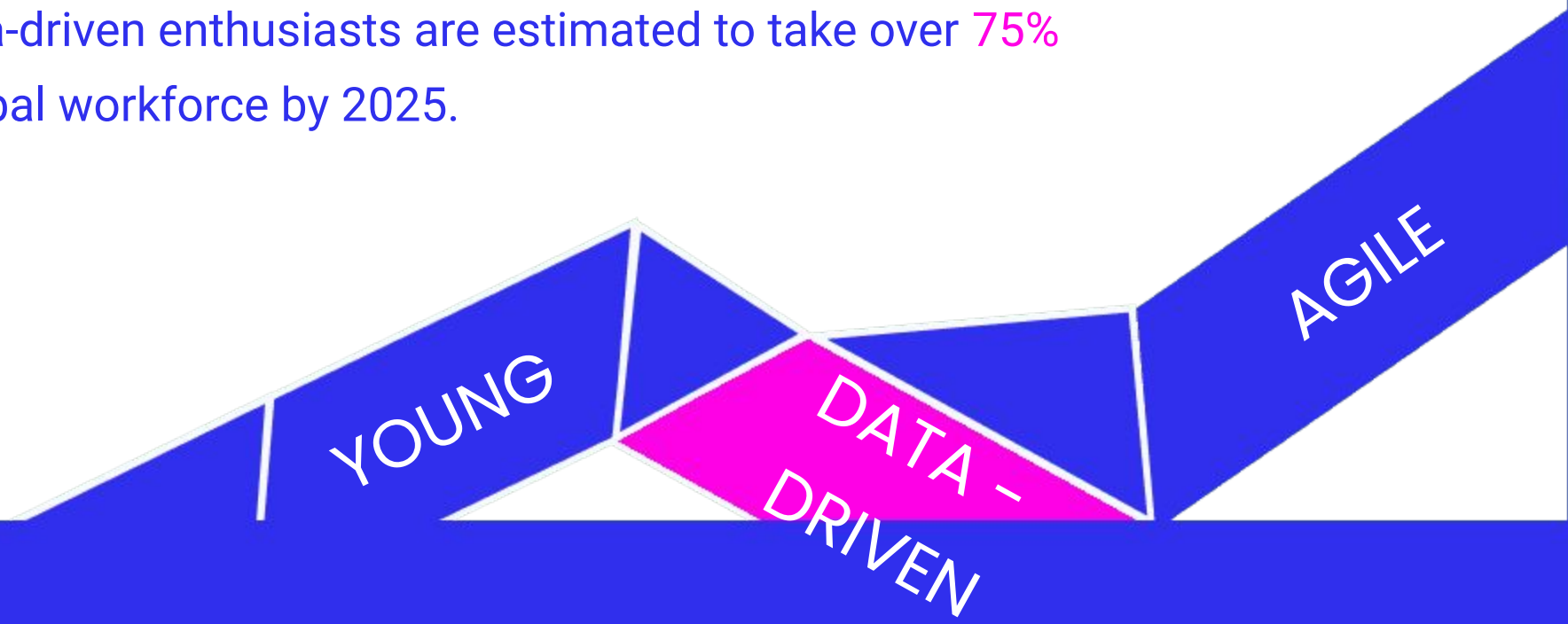
The Data Natives Community - Young, Agile & Data-Driven

Data Natives Community Age Groups → | 1 | 2 | 3 | 4 | 5 |

Our community members are mostly 25-34 years old millennials hungry for data industry trends, networking and business opportunities.

Data Natives Community Interests → | 6 | 7 | 8 | 9 | 10 |

From data professionals to founders to corporate executives, these data-driven enthusiasts are estimated to take over 75% of the global workforce by 2025.



Data Natives Community Geography

1 - Berlin	11 - Paris	21 - Zurich	31 - Mumbai	41 - Toronto
2 - Hamburg	12 - Barcelona	22 - Vienna	32 - Bangalore	42 - Boston
3 - Cologne	13 - Lisbon	23 - Budapest	33 - Singapore	43 - New York
4 - Frankfurt	14 - Oslo	24 - Prague	34 - China	44 - Los Angeles
5 - Munich	15 - Stockholm	25 - Cluj	35 - Cape Town	45 - Portland
6 - London	16 - Helsinki	26 - Athens	36 - Washington	46 - Denver
7 - Dublin	17 - Copenhagen	27 - Zagreb	37 - Austin	47 - Phoenix
8 - Amsterdam	18 - Moscow	28 - Istanbul	38 - San Francisco	48 - San Diego
9 - Brussels	19 - Kiev	29 - Tel Aviv	39 - Seattle	49 - Miami
10 - Luxembourg	20 - Warsaw	30 - Dubai	40 - Chicago	50 - Houston

Our Media Portal - Dataconomy

Dataconomy reaches **92.000** readers a month. Our leading article in 2021 alone reached **over over 47.000 readers**.

Visitors from 215 countries read Dataconomy articles. This exposure based on the carefully curated content can be yours.

The vision for the community is to provide insights, thought leadership content, and career guidance for the data-driven generation, and help innovative brands share their success stories through relevant case studies.

The Dataconomy website is home to commentary from industry leading practitioners of all data-driven technologies, career guidance for aspiring scientists, and fascinating case studies from the companies on the cutting edge of data science.



BRIDGING THE GAP BETWEEN TECHNOLOGY & BUSINESS

HOME HACK CORONA EVENTS DATA SCIENCE TECH TRENDS CONVERSATIONS CAREERS RESEARCH PAPERS PARTNER WITH US

HOW STARTUP COLLABORATIONS ARE BOOSTING THE RUHR REGION

KIM DEEN • APRIL 16, 2020

14.8K



CASE STUDIES • ENERGY & ENVIRONMENT • FEATURED •
INDUSTRIAL GOODS & SERVICES • STARTUPS • TECHNOLOGY & IT

HOW STARTUP COLLABORATIONS ARE BOOSTING THE RUHR REGION

KIM DEEN • APRIL 16, 2020

Corporations need to digitalize in order to overcome their challenges. That's especially true for the large industrial corporations in Germany's Ruhr region and



WHAT IS DATA VAULT MODELING AND WHY DO WE NEED IT?

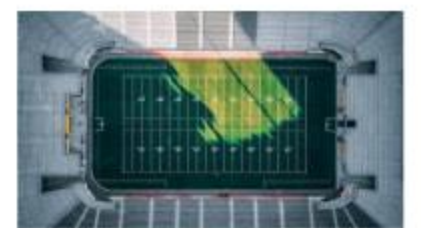
EVA MURRAY • AUGUST 20, 2020

With the business world in a constant state of flux, flexibility is more important than ever for organisations of every stripe. Data-driven organisations have fared best; those with an enterprise data architecture that allows them to understand change and adapt to the volatility of current markets and supply changes are

READ MORE



DATA SCIENCE • FEATURED



EVERY DEAL IN PROFESSIONAL SPORTS IS BASED ON DATA

OMRI ORGAD • AUGUST 8, 2020

Professional sports lend themselves really well to economic calculations – players, coaches, and agents act similarly to the hypothetical, rational decision-makers in economic models. While this data may seem complex or hard to obtain, it's actually all readily available online – you just need to know where to look, how

READ MORE

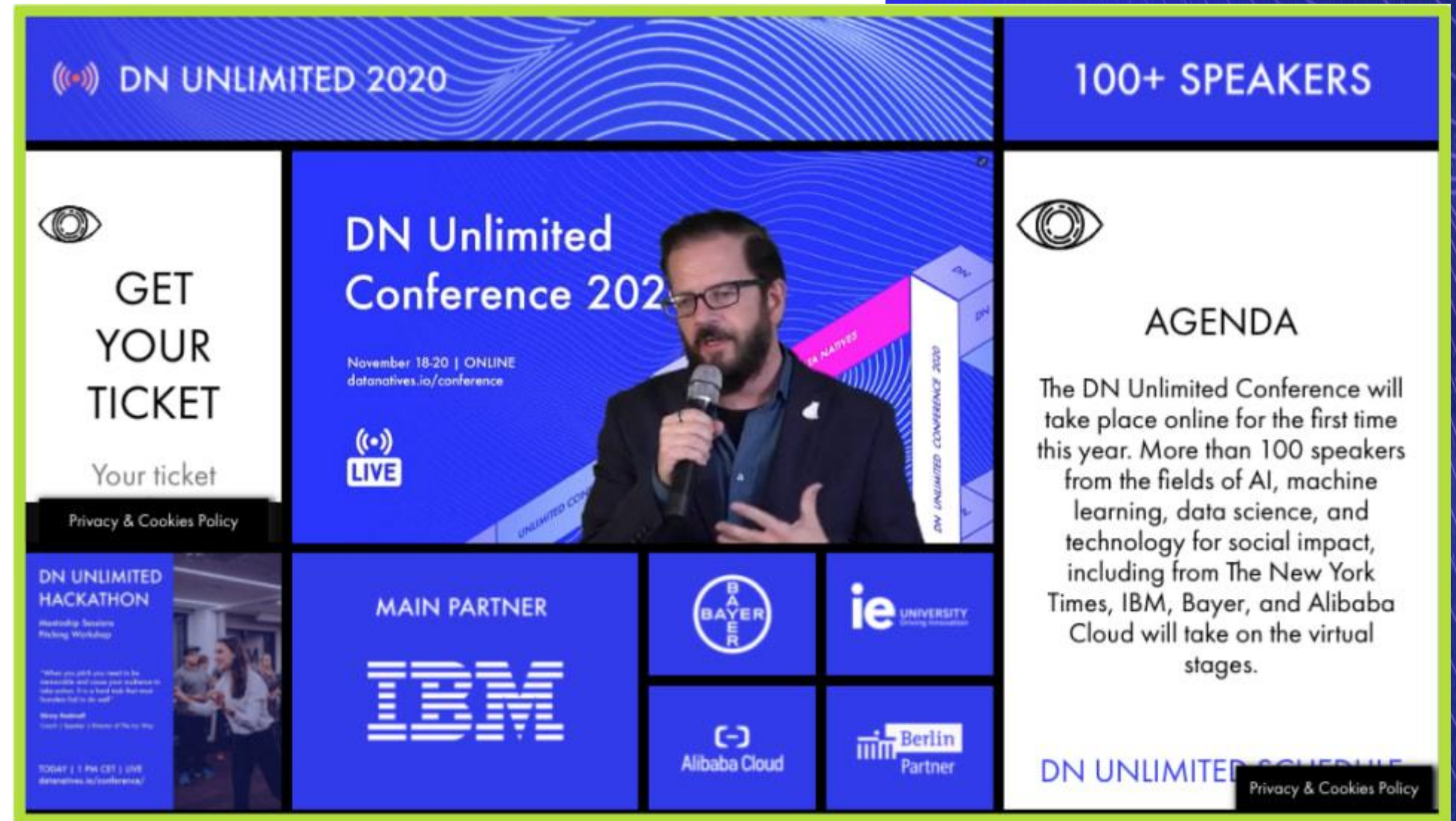


ARTIFICIAL INTELLIGENCE • BI & ANALYTICS • CASE STUDIES

In-house virtual & hybrid events solution

Our in-house interactive media wall solution for running virtual & hybrid events was developed to increase attendee engagement & sponsor revenue via:

- Extending your brand visibility: interactive expo areas and marketplaces for enhanced lead generation
- Ability to host multiple live streams & stages simultaneously
- Failproof CDN-based system that allows to host events with large traffic with no latency
- Networking & collaboration areas
- Adjustable for different digital carriers including Digital-out-of-home screens for hybrid events



[CLICK HERE TO WATCH LIVE PREVIEW](#)

No more FOMO: We're here to connect you with the smartest audiences in the galaxy

Boost your leads quality

We are rapidly moving from the B2B to B2C realm where the key audience to address is everyone with an email box. We will match you with the right people.

Diverse and inclusive innovation

Supporting ethically-oriented practices is a must for any business. Connect your brand with a diverse community caring for an ethical use of tech

Make your voice heard

Cut through the noise & expose your brand to 106k+ engaged, passionate & global community of data natives.

Recruit the best of the best

In addition to making up over 75 percent of the global workforce, our audience has advanced skills in the most needed programming languages - embrace the opportunity to hire the best of the best.



Our products & event services

EXCLUSIVE VIRTUAL & HYBRID EVENTS

- Webinars
- Roundtable discussions
- Workshops
- Virtual tours (webinar series)

Our services include:

- Ideation & definition of the event format, target audience & topic
- Speaker recruitment & agenda formulation
- Marketing, promotion, outreach
- Technical setup & organization

HACKATHONS

- Coding competitions
- Matchathons
- Datathons
- Business case competitions

Our services include:

- Ideation & definition of the challenges
- Participants recruitment
- Marketing, promotion, outreach
- Technical setup & organization

DN22 CONFERENCE

DN22 is our in-person flagship event that will take place in September 2022. DN22 will bring thinkers, innovators and creators in data and tech on its stages to share their thoughts on the future tech trends, changes and inspirational stories on 4 tracks.

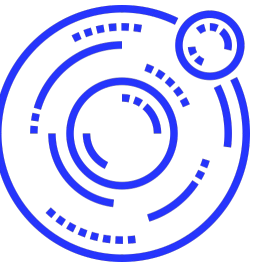
Exclusive virtual & hybrid events

STARTER PACKAGE UPON REQUEST		DIAMOND PACKAGE UPON REQUEST		MAIN PACKAGE UPON REQUEST	
1 VIRTUAL EVENT (WEBINAR, ROUNDTABLE DISCUSSION, WORKSHOP, ETC.)		2 VIRTUAL EVENTS (WEBINARs)		3 VIRTUAL EVENTS (WEBINARs)	
1 ROUNDTABLE OR WORKSHOP		1 ROUNDTABLE OR WORKSHOP		1 VIP DINNER, LUNCH or MATCHMAKING EVENT	
Topic & concept definition		Topic & concept definition		Topic & concept definition	
Visual & technical setup, hosting (dowow)		Visual & technical setup, hosting (dowow)		Visual & technical setup, hosting (dowow)	
DIGITAL MARKETING		DIGITAL MARKETING		DIGITAL MARKETING	
1 newsletter inclusion		2 newsletter inclusion		3 newsletter inclusions	
5 community mailings		10 community mailings		20 community mailings	
social media posts for 1 week		social media roll out for 2 weeks		social media takeover for 4 weeks	
EDITORIAL		EDITORIAL		EDITORIAL	
1 article on Dataconomy.com written in-house		2 articles on Dataconomy.com written in-house		4 articles on Dataconomy.com written in-house	
		TARGETED LEAD GENERATION		TARGETED LEAD GENERATION	
		1 whitepaper publication & lead generation / 100 leads		In-house production of a whitepaper with the publication & lead generation / 200 leads	

Turn your event into a tour

DN Tours are a great way to position your brand and product in front of a handpicked audience in over 50 world capitals. Activate local ecosystems by creating a personal touchpoint for your new customers and influencers.

SPEAKING SLOT	DIGITAL MARKETING
Q&A session	1 x Newsletter mention
BRANDING	SOCIAL MEDIA
Logo on DN website, DN event channels (Meetup, Facebook, Eventbrite), Presentation Slides, digital collateral (sent out to all RSVP's)	Twitter (2 x curated posts), Instagram (2 x stories, 1 x post), Linkedin (1 x post), Facebook (1x Online Streaming + 1 post)
LEAD GENERATION	EVENT ORGANISATION
List of companies & job titles, live support in generating leads at the event, 1 x CTA in community mailing	Event production, marketing & curation of content



DN Tours pricing

GOLD

1 year | 4 events
UPON REQUEST

DIAMOND

1 year | 7 events
UPON REQUEST

MAIN

1 year | 10 events
UPON REQUEST

Use case: SAP

We helped SAP generate over 130 high quality leads among Chief Data Officers in the DACH region through an exclusive webinar: “What’s next for the CDO Role?”

Major achievements:

80% attendance rate

130+ high quality C-level leads

300+ event registrations

6 expert speakers from Lufthansa Industry Solutions, HelloFresh, idealo, Google

How we did it:

- Research and definition of the event topic that would attract our target audience
- Speaker recruitment through Data Natives network
- Social media promotion
- Outreach to Data Natives community via native channels
- Editorial piece on Dataconomy
- Tech setup & implementation on the day
- Post-event communication with the attendees

SAP x Data Natives: CDO Club

What’s next for the CDO role?

July 13th, 2021
6:00 pm - 8:00 pm CET
ONLINE



Claus Holzkecht | SAP



Mina Saidze | idealo



Susan Wegner | Lufthansa
Industry Solutions



Clemence W. Chee |
HelloFresh

“Thanks a lot for hosting the session - it was very insightful and I think it is also an area where we can learn!”

“It’s been a pleasure to listen to great experts and their insights about leveraging data and analytics”

“Key takeaway - CDO is not a role, it’s a cultural organization intrapreneur, enabler for data maturity...”

Attendees impressions

Use case: VentureBeat Transform

During the VB Transform 2021 week, Data Natives delivered its program on the Transform main stage, with sessions on everything from deep fakes to the future of AI, and AI for good to quantum computing.

3,100+ people pre-registered

112k live stream views.

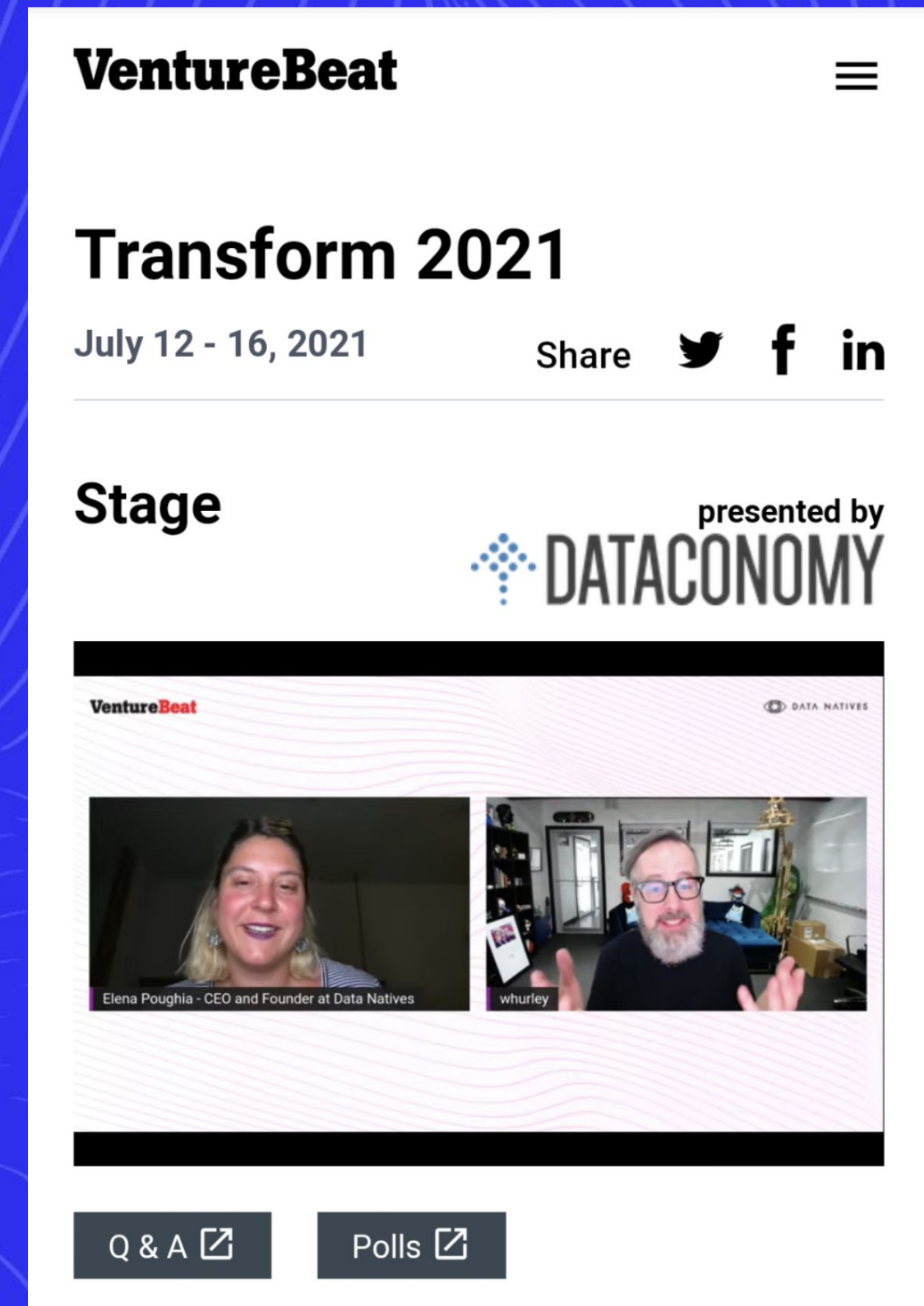
16k engaged viewers

Unique “as close to offline” networking room

During the Data Natives segment, we registered around **20% of the total VB audience**

How we did it:

- Speaker recruitment through Data Natives network
- Social media promotion
- Outreach to Data Natives community via native channels
- Editorial piece on Dataconomy
- Tech setup & implementation on the day



Hackathons

Give us a challenge, and we'll bring our largest community of hackers, developers and data scientists to develop actionable use cases & solutions.

	DIAMOND	GOLD	SILVER
CHALLENGE/WORKSHOP	<ul style="list-style-type: none">• Placement of 1 x challenge for the Hackathon• 1 x Workshop	<ul style="list-style-type: none">• Placement of 1 x challenge for the Hackathon	<ul style="list-style-type: none">• Placement of 1 x challenge for the Hackathon• Review of all applications• Suggestion of judges, mentors and content curation
HACKATHON ENGAGEMENT	<ul style="list-style-type: none">• Review of all applications• Suggestion of judges, mentors and content curation• All participants may work with your product and technology	<ul style="list-style-type: none">• Review of all applications• Suggestion of judges, mentors and content curation	NO
DIGITAL MARKETING	<ul style="list-style-type: none">• 2 x CTA (1 x pre event, 1 x post event promotion)• 1 x Article on Dataconomy	<ul style="list-style-type: none">• 1 x CTA (1 x pre event)	<ul style="list-style-type: none">• 1 x CTA (1 x pre event)
BRANDING PROMOTION	<ul style="list-style-type: none">• Logo exposure and corporate profile on website• Main signage exposure	<ul style="list-style-type: none">• Logo exposure and corporate profile on website• 1 x Banners	<ul style="list-style-type: none">• Logo exposure and corporate profile on website
SOCIAL MEDIA OUTREACH	<ul style="list-style-type: none">• 4 x posts on all social media channels	<ul style="list-style-type: none">• 2 x posts on all social media channels	<ul style="list-style-type: none">• 1 x post on all social media channels
	UPON REQUEST	UPON REQUEST	UPON REQUEST

Use cases



EU vs Virus

Supporting the 3-days long Online Hackathon by the EU Commission:

- 21.000+ data scientists, developers, project managers, designers, healthcare experts and psychologists from the EU, the United States, United Kingdom, Switzerland, Israel, Turkey, and India
- 2150+ project ideas
- 2400 mentors, 800 partner, 380 volunteers

Within 4 days Data Natives achieved:

- 1400+ clicks on #EUvsVirus registrations through our channels
- 7000+ people reached via our social media channels
- 30.000+ people reached via our newsletters
- 70.000+ people reached via our event pages
- 11.500+ views on Live cross-stream #EUvsVirus via our Facebook



Hackcorona

Identifying the main pain points in the current health crisis situation, Data Natives has activated its 78000+ community to solve key needs of public institutions, organizations, companies and governments during the COVID-19 outbreak.

- 4.166 enthusiasts on slack
- 864 active participants
- 105 teams
- 128 experts & mentors
- 1.956,8 Million Social Media impressions
- 60.000 + live stream impressions
- Close cooperation with the Digital Ministry of the Greek Government, Charite

"What a fantastic event with incredible outcomes! ... We at MotionLab.Berlin absolutely loved the motivation and enthusiasm. Your energy was felt and we could not be prouder to have been part of such a positive and community building initiative. Thank you DataNatives and all those involved for making this happen."

Tayla Sheldrake, Operational Project Leader at MotionLab.Berlin

September 2022: DN22 Conference

The last puzzle piece of DN22 galactic journey is our flagship event - DN22 in-person conference in our hometown, Berlin.

DN22 will bring thinkers, innovators and creators in data and tech on its stages to share their thoughts on the future tech trends, changes and inspirational stories on 4 tracks:

- **Future society**

Whether that's through impact initiatives, data and AI governance or any other emerging tech, this stage is for those who want to change the world.

- **Startup**

Cut through all the usual conference jargon in startup presentations, and bring you unfettered insights from the freshest startups, all day every day throughout the conference.

- **Data economy**

The debates of the Data Economy track are for those who want to know how to ethically use data to transform economies and create opportunities for business growth.

- **Data science**

Deep dives into Python, NLP, transformer networks, AutoML, graph databases, augmented analytics & smart passion projects live in our Data Science Track.



Use case: DN Unlimited 2020

A fully virtual DN Unlimited conference 2020 brought together 4700+ participants across 4 continents, from 50 countries, to learn from over 150 speakers among 5 stages.

3-days fully digital event with 8h of workshops, 60h of inspiring talks and panels as well as 15h of networking

4799 total registrations with 90 nationalities

3429 people in DN Unlimited Slack Community

160+ Speakers from 22 countries worldwide

45% of the speakers were female

6.6 M impressions on social media channels

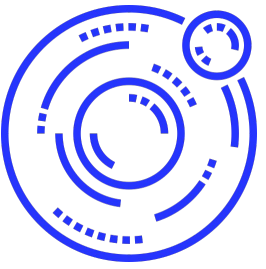
Data Natives Website reached 62.054 page views on the days of the conference with a bounce rate of only 0,51%

"It is the first time that I've been at an event with this emphasis on diversity, sustainability, and impact. It also gives a very informal "vibe", where people feel at ease. Usually one has this networking feeling at events, which can feel a bit stiff, and this event was feeling more open, informal, easy to talk to many different people. It brings a very human side to AI."

"... I was mind blown the whole 48 hours and scribbled - no kidding - 48 whole pages on my A5 notebook."

"My favourite part was truly the diversity - not only gender and race, but the diversity of thought at this event was great."

Attendees impressions



DN22 Conference partnership opportunities

MAIN	PLATINUM	DIAMOND	GOLD	STARTUP
<ul style="list-style-type: none">Full-sized Booth (70m2)Keynote Speaking slot (30 minute)Ask me anything sessionSpeech at the dinnerBranded StageBranding the main stage (*livestreamed)Sponsor logo in all marketing communicationsOne-on-one meetingsLead RetrievalSocial Media Promotion	<ul style="list-style-type: none">Medium-sized booth (30 sq m) & branded stage4 dinner invitationsSpeaking slot (20 mins)Panel participationBrand exposureSocial media promotionLead retrievalInterview with keynote speaker	<ul style="list-style-type: none">Medium-sized booth (20 sq m)4 dinner invitationsSpeaking slot (20 mins)Branded sessionBrand exposureSocial media promotionLead retrievalInterview with keynote speaker	<ul style="list-style-type: none">Small-sized booth (12 sq m)2 dinner invitationsSpeaking slot (10 mins pitch)Brand exposureSocial media promotion	<ul style="list-style-type: none">Startup speaking slotProfile exposure in event app1 dinner invitationStartup-booth area (3 sqm)Social media promotion
PRICE UPON REQUEST	PRICE UPON REQUEST	PRICE UPON REQUEST	PRICE UPON REQUEST	PRICE UPON REQUEST

Our previous clients



Deloitte.

cloudera

Google

PHILIPS



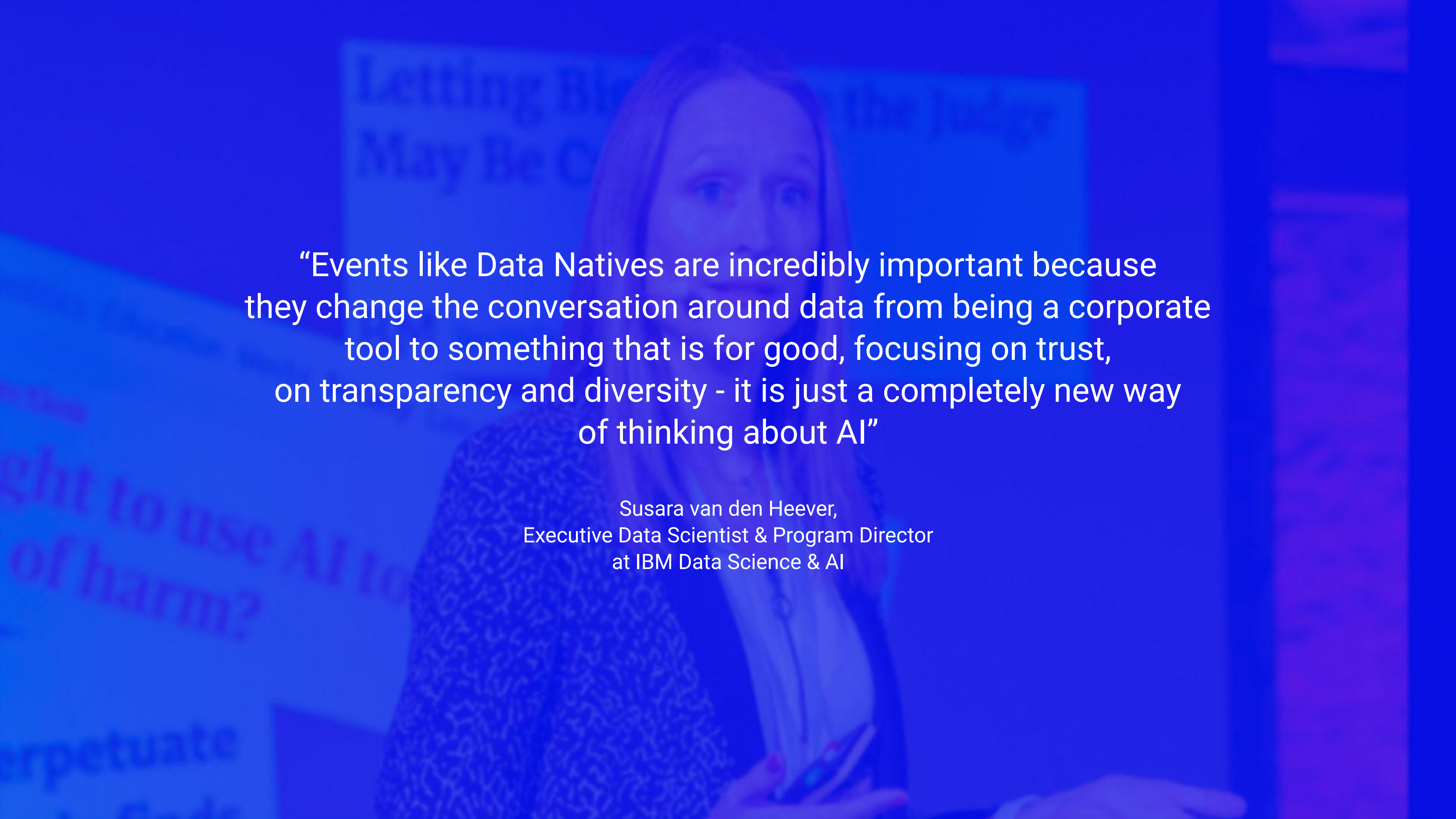
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ORACLE®

Allianz 





“Events like Data Natives are incredibly important because they change the conversation around data from being a corporate tool to something that is for good, focusing on trust, on transparency and diversity - it is just a completely new way of thinking about AI”

Susara van den Heever,
Executive Data Scientist & Program Director
at IBM Data Science & AI

Thank you!

Elena Poughia